

# **MBEA - Business Division**

## **MEMO - Marketing Division**

Debor, MBEA President

Sarah Estes, MEMO President

### **MBEA/MEMO CONFERENCE PARTICIPATION PRIZES**

As you engage with presenters throughout the conference, you will have the opportunity to enter to win many prizes. These prizes will be awarded at the conclusion of the conference on Wednesday. Please look for information in your registration packet on how to enter.

Prizes include: (prize list may be revised and added to prior to conference)

- ❖ One Free Adviser Registration to Missouri FBLA SLC 2025
- ❖ One Missouri FBLA Priority Housing for SLC
- ❖ FBLA Swag
- ❖ Advisor Upgrade Suite at DECA SCDC
- ❖ One student registration for DECA FLC
- ❖ DECA Swag
- ❖ Prizes from our Celebrated Corporate Sponsors



Deborah Burns  
MBEA



Sarah Estes  
MEMO

**NOTE: It is suggested to bring your fully charged laptop for sessions.**

### **Lodging Locations**

- **Primary Hotel**  
Moxy Springfield Downtown  
430 South Avenue, Springfield, MO 65806  
417-501-7773  
[Booking Link](#) - \$136 per night
- **Overflow Hotel**  
Tru Hotel by Hilton  
517 E. Elm Street, Springfield, MO 65806  
417-249-1400



### **Conference Locations**

- MoACTE Headquarters and Conference – The Oasis Hotel and Convention Center.
- MBEA/MEMO Conference Location: **MSU College of Business, Glass Hall**
  - o **Parking** - You will be able to park in Bear Park South without displaying a parking pass. This garage is on the southwest corner of Glass Hall. Please carpool if possible.

Use hashtag: **#TeachMOBMIT** for all social media posts.

**THANK YOU AMPLIFYING YOUR IMPACT  
BY ATTENDING SUMMER CONFERENCE!**



**Missouri  
State.**

COLLEGE of  
BUSINESS

# PROUD SUPPORTER OF MBEA & MCEA!

## Welcome to Glass Hall!

### We Are Committed to Student Success!



**27 Undergraduate Business Programs**



**\$441,000+ in Business Scholarships Awarded in  
2023-2024**



**14 State-of-the-Art Learning Labs**



**Nearly 200 employers recruited our students for  
internship and career opportunities at our Fall  
2023 Career Fairs**

**MSU College of Business, Glass Hall**  
815 S. John Q. Hammons Pkwy.  
Springfield, MO 65897

EXPLORE OUR  
ACADEMIC  
PROGRAMS



[Business.MissouriState.edu](https://Business.MissouriState.edu)

## **Monday, July 21st**

### **MOACTE ACITIVITES**

- **9:30 a.m. - Missouri ACTE Board of Directors Meeting**  
Oasis Hotel & Convention Center – Sahara Room
- **1:00 p.m. – 6:00 p.m. - Missouri ACTE Conference Registration**  
Oasis Hotel & Convention Center – Grand Ballroom
- **1:00 p.m. – 6:00 p.m. - Exhibits Open**  
Oasis Hotel & Convention Center – Grand Ballroom
- **2:00 p.m. – 3:00 p.m. - All MoACTE Committee Meetings**  
*Oasis Hotel & Convention Center - Maui Ballroom*
- **3:00 p.m. - MoACTE General Sessions**  
*Oasis Hotel & Convention Center - Maui, Coco, Fiji*
- **4:00 p.m. - MoACTE General Sessions**  
*Oasis Hotel & Convention Center - Maui, Coco, Fiji*

### **MBEA & MCEA (MEMO)**

- **11:00 a.m - 2:00 p.m. - Emerging Tech Workshop with Tonya Skinner**  
Glass Hall - Room: 331  
Preregistration is required. Plan to eat an early or late lunch. Food and Drink are not allowed in the computer lab.
- **6:00 p.m. – 8:00 p.m. - MBEA Board Meeting**  
Glass Hall - Room: TBD
- **6:00 p.m. – 8:00 p.m. - MEMO Board Meeting**  
Glass Hall - Room: TBD

## **Tuesday, July 22nd**

### **MOACTE**

- **7:00 a.m. – 3:00 p.m. - Missouri ACTE Conference Registration and Exhibits**  
Oasis Hotel & Convention Center – Grand Ballroom
- **9:00 a.m. – 11:00 a.m. - Opening General Session**  
Oasis Hotel & Convention Center – Paradise Ballroom  
Welcome; President-Elect Speeches; Speaker -
- **4:30 p.m. – 6:00 p.m. - MoACTE Awards & New Professionals Reception**  
The Barley House at Moon Town Crossing

**If you need to register on-site, you must do so at the Oasis before coming to Glass Hall.**

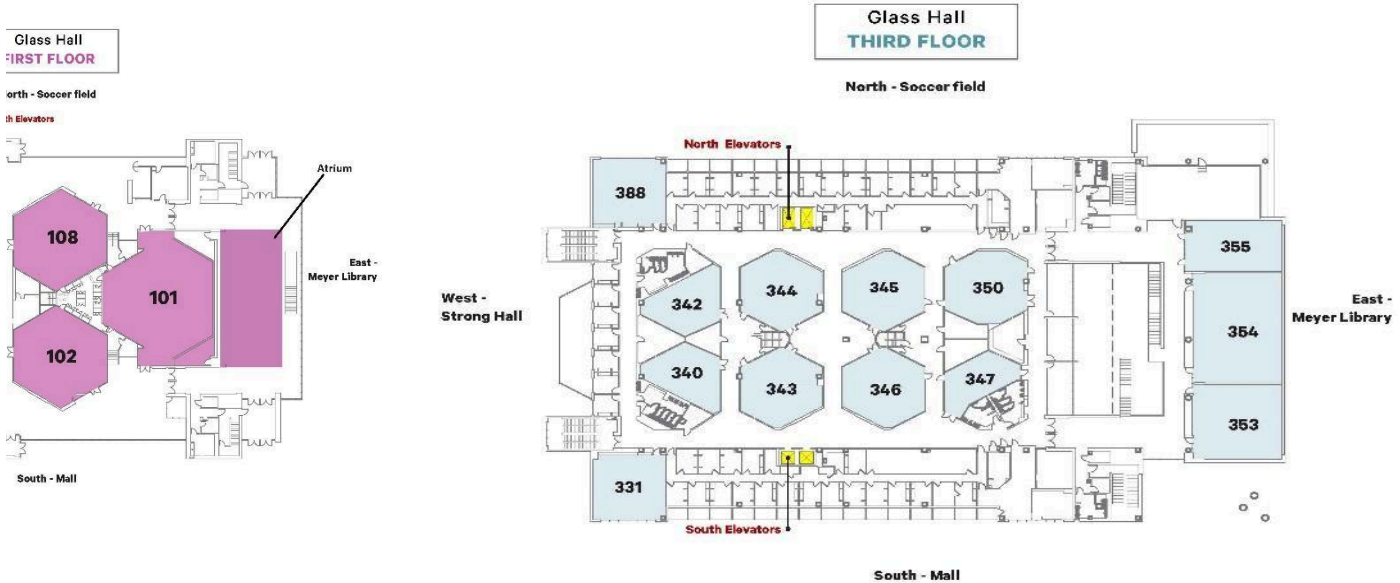
**All attendees must have a nametag. You will need to go to the Oasis to pick up your registration packets before attending sessions at Glass Hall. We will not have any registration materials on site at Glass Hall.**

**Tuesday, July 22nd**

**MBEA & MCEA (MEMO)**

**Missouri State University, College of Business (COB), Glass Hall Maps**

**Parking** - You will be able to park in Bear Park South without displaying a parking pass. This garage is on the southwest corner of Glass Hall. Please carpool if possible.



**All attendees must have a nametag. You will need to go to the Oasis to pick up your registration packets before attending sessions at Glass Hall. We will not have any registration materials on site at Glass Hall.**

- **12:00 p.m. – 12:50 p.m. – Amplify Your Impact with MBEA/MEMO/ Opening Session and Awards.**  
Glass Hall - Room: 1<sup>st</sup> Floor Atrium  
Enjoy a free lunch and get conference updates and find out our award winners for 2024.



**Lunch is sponsored by our Celebrated Corporate Sponsor University of Central Missouri**

- **1:00 p.m. – 2:20 p.m. – Afternoon Session 1**
- **MBEA Annual Business, District, and Committee Meetings**  
Glass Hall - Room: 1<sup>st</sup> Floor Atrium
- **MEMO Annual Business Meeting and DECA District Meetings**  
Glass Hall - Room: 354



□ 2:30 p.m. – 3:20 p.m. – Afternoon Session 2

● **Work-Based Learning through Business and Marketing Education**

*Larry Anders, BMIT Supervisor at DESE*

Glass Hall - Room: 343

An inside look at Supervised Marketing Experience (SME), Supervised Business Experience (SBE) and Cooperative Career Education (CCE). Work-Based Learning is the buzz these days. Learn how to get students in an immersive career experience while in high school, where they will learn those vital employment skills. This session will equip those who are alternatively certified, those who are new to SBE, SME or CCE and those veteran educators who are desiring to promote their programs or receive tools for support. This will be a quick bird’s eye view with promotional ideas and links with tools for educators to start or update your SBE, SME, or CCE Program. You will leave with a completion certificate to verify training for the annual required end of year SBE, SME, CCE program evaluation.

● **UCM Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 345

Official Title and Description Coming Soon

● **State's Connection: Strategies and Tips for the Classroom**

*Tammy Cyrus, MBA Research*

Glass Hall - Room: 346

Missouri educators have access to a wealth of resources through the state's membership with MBA Research. In this session, we'll explore the wide range of materials available, including classroom activities, curriculum guides, project management tools, rubrics, ethics resources, and CTSO-specific resources. You'll also learn to combine these resources with practical strategies to enhance your teaching approach and stay ahead of the curve. Join us to discover how to navigate these valuable resources and leave with fresh, actionable ideas for your classroom.

● **Workshop 4**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 354

Description

● **Roundtable Sessions**

Glass Hall - Room: Atrium

Join some of the best Missouri Business and Marketing educators from across Missouri as they share their innovative teaching tips and tricks in three 15-minute sessions. You will choose three sessions to attend and move from table to table to pick up some great information to take back to your school to make your program more exciting and productive!

Sarah Estes - Cape Girardeau	Lieda Shadwick - Riverview Gardens	Kelly Fowler - Blue Springs	Becky Munden - Pilot Grove	Breanna Harmon - Brunswick
Stephaine Lower - Blue Springs	Amber Jenkins - Nevada	Nancy Pfeiffer - RYA	Chantel Herrion - Missouri Vlrtual Academy	

□ 3:30 p.m. – 4:30 p.m. – Afternoon Session 3

● **Backstage DECA Pass: Insider Advice from Seasoned Marketing Educators**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 343

Ever wish you had a 'backstage pass' to the secrets of successful Marketing teachers? This is your chance! Our panel of seasoned educators will provide insider advice on everything from curriculum development to student engagement. Discover how to 'amplify your impact' and create a classroom that rocks. Perfect for new teachers seeking mentorship and practical strategies.

● **UCM Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 345

Official Title and Description Coming Soon

● **Unlocking the MBA Research Learning Center: A Guide for Teachers**

*Tammy Cyrus, MBA Research*

Glass Hall - Room: 346

If you haven't yet explored the MBA Research Learning Center, now is the perfect time to dive in! Whether you're a new or seasoned teacher, this session will introduce you to a wealth of resources designed to enhance your classroom experience. We'll walk you through how to set up a course, access topic-specific content, utilize the test item bank, and much more. You'll also be able to bring your questions and troubleshoot any challenges you've faced, ensuring you can maximize this FREE and innovative tool to its full potential. Don't miss this opportunity to streamline your teaching and make the most of the Learning Center!

● **Backstage FBLA Pass: Insider Advice from Seasoned Business Educators** *Presenter*

*Name and Job Title, Employer*

Glass Hall - Room: 354

Ever wish you had a 'backstage pass' to the secrets of successful Business teachers? This is your chance! Our panel of seasoned educators will provide insider advice on everything from curriculum development to student engagement. Discover how to 'amplify your impact' and create a classroom that rocks. Perfect for new teachers seeking mentorship and practical strategies.

□ 7:00 p.m. – 9:00 p.m. - **MBEA & MEMO Social - Music Bingo**

Room: 417 Taphouse, 431 S Jefferson Ave Ste 160

- \$10 Per Person for four rounds of music,
- \$5 for 4 traditional free spaces (one free space per round, must be placed in middle of the bingo card)
- Bring Cash or Check
- All funds raised will go towards PAC Donation.

**Free Snacks and Beverages will be provided.**

**Social Event Sponsored by our Celebrated Corporate Sponsor ICEV**



## **Wednesday, July 23rd**

- 8:00 a.m. – 8:50 a.m. – Morning Session 1
- **MOREnet Session**  
*Presenter Name and Job Title, Employer*  
Glass Hall - Room: 331  
Official Title and Description Coming Soon
- **Multimedia Based**  
*Donovan Harris and Business Educator at Northwest Technical School*  
Glass Hall - Room: 340  
Official Title and Description Coming Soon
- **Social Engineering**  
*Dr. Tim DeClue, Computer Science Professor at Southwest Baptist University*  
Glass Hall - Room: 343  
Official Title and Description Coming Soon
- **Columbia College Sponsored Workshop**  
*Presenter Name and Job Title, Employer*  
Glass Hall - Room: 344  
Official Title and Description Coming Soon
- **Learning Activity Packages: What You Need to Know to Make Them Useful**  
*Tammy Cyrus, MBA Research*  
Glass Hall - Room: 345

Learning Activity Packages (LAPs) are ready-to-use lesson plans designed to make your lesson planning process faster, easier, and more relevant. These comprehensive, topic-specific modules provide everything you need—eliminating the need to create new assignments for every lesson. In this session, we will dive into the components of LAPs, showcasing how they can save time and keep students actively engaged. You'll also learn best practices from teachers nationwide who have successfully integrated LAPs into their classrooms. Join us to discover how to incorporate these resources into your own teaching and enhance student learning with minimal effort.

- **Digital Marketing**

*Marylin Allen, ICEV*

Glass Hall - Room: 346

In partnership with Mobile Midwest Marketing, we will delve into the transformative power of mobile marketing, digital media, and social media marketing. Mobile Midwest Marketing is a new concept in Marketing. It is a unique, innovative marketing company which reaches drivers on the road. It is new to the Lake and the Midwest.

Mobile Midwest Marketing will present their journey of starting a mobile marketing business as well as discuss the benefits of mobile marketing. Discover how to integrate iCEV's courses into your curriculum to prepare students for the dynamic digital landscape.

Gain practical insights and strategies to enhance student engagement and success. The session will conclude with a Q&A segment to address your specific questions and challenges. Join us for an engaging session designed specifically for Missouri business and marketing teachers.

- **MSU Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 350

Official Title and Description Coming Soon

- **Workshop 8**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 354

Description

☐ 9:00 a.m. – 9:50 a.m. – Morning Session 2

- **MOREnet Session**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 331

Official Title and Description Coming Soon

- **Teaching Gen Alpha and Gen Z from a Gen Z**

*Garred Oldham, Marketing Educator at Boonslick Technical Education Center*

Glass Hall - Room: 340

Description Coming Soon

- **Masters in Computer Science Education**

*Dr. Tim DeClue, Computer Science Professor at Southwest Baptist University*

Glass Hall - Room: 343

Official Title and Description Coming Soon

- **Columbia College Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 344



Official Title and Description Coming Soon

- **Are You New to Teaching? Getting Started with MBA Research Resources**

*Tammy Cyrus, MBA Research*

Glass Hall - Room: 345

Teaching can feel overwhelming, but with the right resources, you can set yourself up for success from day one. In this session, we'll introduce you to MBA Research's wealth of resources. You'll learn to access valuable curriculum materials, lesson plans, assessment tools, and more, all tailored to help you confidently start the new year. We'll also cover tips on incorporating these resources into your teaching practice to engage students effectively. Whether you're just beginning or looking for fresh ideas, this session will provide practical tools to make your teaching journey smoother and more rewarding.

- **Igniting Entrepreneurial Spirit: Engaging Students with Hands-On Learning**

*Marilyn Allen, ICEV*

Glass Hall - Room: 346

Join us for an exciting and interactive session at MoACTE where we unveil iCEV's new Entrepreneurship course! This innovative program guides students through the fundamental steps of entrepreneurship and explores the key factors that contribute to an entrepreneur's success. Featuring engaging animated videos, this course is designed to enhance student learning and participation. During this 45-minute presentation, we will:

- Highlight the Pitching a Business Concept lesson.
  - Engage you in the Pitching a Business Concept Project, demonstrating how our projects integrate collaboration and hands-on learning.
- Discuss the capstone lesson, showcasing how it ties together the entire course.

This session will include a Q&A segment, allowing you to ask questions and share your insights. Don't miss this opportunity to discover how to make entrepreneurship an exciting and integral part of your curriculum!

- **MSU Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 350

Official Title and Description Coming Soon

- **Workshop 8**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 354

Description

☐ 10:00 a.m. – 10:50 a.m. – Morning Session 3

- **MOREnet Session**

*Presenter Name and Job Title, Employer*

Glass Hall - Room:331

Official Title and Description Coming Soon

- **Curriculum Alignment Tools**

*Donovan Harris, Business Educator at Northwest Technical School*

Glass Hall - Room: 340

Official Title and Description Coming Soon

- **Workshop with Kelly Fowler**

*Kelly Fowler, Marketing Educator at Blue Springs High School*

Glass Hall - Room: 343

Official Title and Description Coming Soon

- **Special Education Law and Accommodations in CTE**

*Dr. Amy Herrman, DESE, South Central PRDC, Missouri S&T*

Glass Hall - Room: 344

The Missouri CTE Special Populations Task Force has developed a best practices document for CTE admission criteria and program prerequisites. We invite you to review the Missouri High School CTE Admissions Best Practices document, learn about current admissions criteria under review, discover data on the impact of CTE on IDEA students, and explore accommodations and modifications in CTE programs.

- **Maximizing Student Success: Using MBA Research Resources for CTSOs**

*Tammy Cyrus, MBA Research*

Glass Hall - Room: 346

In this session, you'll learn how to leverage MBA Research's extensive resources to enhance student achievement in the classroom and during CTSO competitions. We will explore key tools such as Learning Activity Packages (LAPs), competitive event crosswalks, exam blueprints, and the State's Connection portal. You'll discover practical strategies for seamlessly integrating these resources into your curriculum, ensuring students are well-prepared for academic success and competitive events. Join us to gain insights on how to maximize the impact of these resources and elevate your students' performance in both academic and cocurricular settings.

- **Empowering Future Talent: Why Registered Youth Apprenticeship Matters**

*Nancy Pfeiffer, Education Plus (Retired Marketing Educator)*

Glass Hall - Room: 346

Businesses need skilled talent, and students need real-world experience. Registered Youth Apprenticeship (RYA) bridges this gap, allowing high school students to earn while they learn, gain industry-recognized credentials, and enter the workforce prepared. This session will show how RYA provides hands-on training, wages, and career pathways while solving workforce shortages. Learn how to launch a program, partner with businesses, and navigate DOL registration to build a stronger, future-ready workforce.

- **MSU Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 350

Official Title and Description Coming Soon

- **Computer Science Update**

*Michael Corcoran, Assistant Director of Computer Science at DESE*

Glass Hall - Room: 354

Join *Michael* as he guides you through updates for 2025-26.

□ 11:00 a.m. - 12:20 p.m. - **Lunch and Learn with DESE!**

- **DESE UPDATE**

*Larry Anders, BMIT Director*

Glass Hall - Room: Atrium

**Lunch buffet provided** and receive the latest updates for the 2024-2025 school year. Q&A session to follow.

**Lunch sponsored by our Celebrated Corporate Sponsor  
Missouri State University and Columbia College**

□ 12:30 p.m. - 2:20 p.m. - **Postsecondary Teacher Educators Only**

● **Missouri Business and Marketing Teacher Educator Meeting**

*Larry Anders, BMIT Director*

Room: 353 MSU COB

**For the postsecondary teacher educators** across the state, this two-hour session will serve as the summer meeting. Topics will include certification and education program updates.

□ 12:30 p.m. - 1:20 p.m. - Afternoon Session 1

● **Are you trying to figure out how to put the "Yea!" in yearbook?**

*Becky Munden, Business Educator at Pilot Grove High School*

Glass Hall - Room: 331

Are you struggling with financials, keeping students busy, getting student buy in? This session will provide you with some tips and tricks from a seasoned yearbook adviser, but will also hopefully give you the chance to talk with other yearbook advisers at summer conference!

● **Discover the 3Ds of Investing!**

*Chantal Herrion, Business Educator at MOVA and a licensed investment specialist*

Glass Hall - Room: 340

Presented by a licensed investment specialist to help teachers help students learn how to invest for their future

● **Resume Writing and Interview Tips**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 343

Description

● **Special Education Law and Accommodations in CTE**

*Dr. Amy Herrman, DESE, South Central PRDC, Missouri S&T*

Glass Hall - Room: 344

The Missouri CTE Special Populations Task Force has developed a best practices document for CTE admission criteria and program prerequisites. We invite you to review the Missouri High School CTE Admissions Best Practices document, learn about current admissions criteria under review, discover data on the impact of CTE on IDEA students, and explore accommodations and modifications in CTE programs.

● **Integrating Ethics into the Classroom: Empowering Middle and High School Students Using Ethical Leadership Resources**

*Tammy Cyrus, MBA Research*

Glass Hall - Room: 345

Ethical behavior influences students' character development and decision-making skills. Fostering a culture of ethical principles helps students make good decisions. MBA Research has created Ethical Leadership Course Guides and instructional modules for middle and high school classrooms. Take a few minutes to learn about principle-based ethics education that emphasizes the importance of ethics in personal and business conduct through the Daniels Fund Ethics Initiative. By the end of the session, you will better understand ethics and ethical behavior. You will also gain FREE access to various classroom resources, including course guides, lesson modules, and more!

● **Empowering Future Talent: Why Registered Youth Apprenticeship Matters**

*Nancy Pfeiffer, Education Plus (Retired Marketing Educator)*

Glass Hall - Room: 346

Businesses need skilled talent, and students need real-world experience. Registered Youth Apprenticeship (RYA) bridges this gap, allowing high school students to earn while they learn, gain industry-recognized credentials, and enter the workforce prepared. This session will show how RYA provides hands-on training, wages, and career pathways while solving workforce shortages. Learn how to launch a program, partner with businesses, and navigate DOL registration to build a stronger, future-ready workforce.

- **MSU Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 350

Official Title and Description Coming Soon

- **DECA UPDATE**

*Scott Jones, Marketing Education Supervisor at DESE and Missouri DECA State Advisor*

Glass Hall - Room: 354

Join Scott as he guides you through updates for 2024-25, including conference and competitive events changes and updates.



□ 1:30 p.m. – 2:20 p.m. – Afternoon Session 2

- **Workshop 1**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 331

Description

- **GW Publishing Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 340

Official Title and Description Coming Soon

- **Resume Writing and Interview Tips**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 343

Description

- **Literacy in CTE**

*Lisa Scroggs, Director of Literacy for Secondary Schools at DESE*

Glass Hall - Room: 344

Official Title and Description Coming Soon

- **Workshop 5**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 345

Description

- **Workshop 6**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 346

Description



- **MSU Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 350

Official Title and Description Coming Soon

- **FBLA Update**

-----, *Business Education Supervisor at DESE and Missouri FBLA State Adviser*

Glass Hall - Room: 354

Join ----- as they guide you through updates for 2025-26, including conference and competitive events changes and updates.

□ 2:30 p.m. – 3:20 p.m. – Afternoon Session 3



- **Workshop 1**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 331

Description

- **GW Publishing Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 340

Official Title and Description Coming Soon

- **Workshop 3**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 343

Description

- **Literacy in CTE**

*Lisa Scroggs, Director of Literacy for Secondary Schools at DESE*

Glass Hall - Room: 344

Official Title and Description Coming Soon

- **Workshop 5**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 345

Description

- **Workshop 6**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 346

Description

- **MSU Sponsored Workshop**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 350

Official Title and Description Coming Soon

- **Workshop 8**

*Presenter Name and Job Title, Employer*

Glass Hall - Room: 354

Description

□ 3:30 p.m. - 4:00 p.m.

● **Summer Conference Closing Session & Dessert Break**

Room: 1<sup>st</sup> Floor Atrium MSU COB

Door Prizes Sponsored by:



**Thursday, July 25<sup>th</sup>**

□ 12:00 p.m. - **Missouri ACTE Board of Directors Meeting**

Oasis Hotel & Convention Center - Fiji Ballroom

Lunch service begins at 11:30 a.m.

**THANK YOU FOR AMPLIFYING YOUR IMPACT BY  
ATTENDING MOACTE SUMMER CONFERENCE!**